

**REMARKS**

Applicants thank the Examiner for the thorough consideration given the present application.

Claims 16 and 22-24 are cancelled without prejudice or disclaimer. Claims 2, 4, 5, and 12-14 were previously cancelled without prejudice or disclaimer. Applicants reserve the right to file one or more continuing applications directed to the subject matter of the cancelled claims if later desired.

Claims 1, 3, 6, 8, 11, 15, and 17-26 are pending. Claims 1, 3, 6, 11, 15, and 18-21 are amended. Claims 1, 11, and 15 are independent.

The objection to claim 24 and rejection under 35 U.S.C. §112, second paragraph, are rendered moot by the cancellation of claim 24.

Applicants traverse the rejections under 35 U.S.C. §103(a) of claims 1, 9-11, 15, and 20-23 as being unpatentable over Schreiber et al. (U.S. 6,298,446); claims 3, 16, and 17 as being unpatentable over Schreiber in view of Wiser et al. (U.S., 6,385,596); of claims 6, 8, 18, and 19 as being unpatentable over Schreiber and Wiser in view of Oki et al. (U.S., 6,115,471).

These rejections are obviated by the present Amendment. To expedite prosecution, independent claim 1 is amended to recite a

**REMARKS**

Applicants thank the Examiner for the thorough consideration given the present application.

Claims 16 and 22-24 are cancelled without prejudice or disclaimer. Claims 2, 4, 5, and 12-14 were previously cancelled without prejudice or disclaimer. Applicants reserve the right to file one or more continuing applications directed to the subject matter of the cancelled claims if later desired.

Claims 1, 3, 6, 8, 11, 15, and 17-26 are pending. Claims 1, 3, 6, 11, 15, and 18-21 are amended. Claims 1, 11, and 15 are independent.

The objection to claim 24 and rejection under 35 U.S.C. §112, second paragraph, are rendered moot by the cancellation of claim 24.

Applicants traverse the rejections under 35 U.S.C. §103(a) of claims 1, 9-11, 15, and 20-23 as being unpatentable over Schreiber et al. (U.S. 6,298,446); claims 3, 16, and 17 as being unpatentable over Schreiber in view of Wiser et al. (U.S., 6,385,596); of claims 6, 8, 18, and 19 as being unpatentable over Schreiber and Wiser in view of Oki et al. (U.S., 6,115,471).

These rejections are obviated by the present Amendment. To expedite prosecution, independent claim 1 is amended to recite a

method of billing for access to a content item having a combination of steps including, at a client entity, displaying a page served from a server to the client entity, the page being displayed without the content item, but with an interface component enabling a user to select the content item for access and, in response to use of the interface component in the displayed page to select the content item, serving the same page again along with the content item and redisplaying the page at the client entity with the content item incorporated into the page.

Independent claim 11 is amended to recite a server system arranged to bill for access to a content item associated with a page downloadable from the server system to a user client entity having a combination of elements, including a content server responsive to a request for the page from the client entity to serve the page to the client entity without the content item also being served, the served page including an interface component enabling the user to select the content item for access, and a selection detection arrangement responsive to selection of the content item by use of the interface component in the served page, to cause the content server to serve the same page again to the client entity along with the content item.

Independent claim 15 is amended to recite a method of billing for access to a content item having a combination of steps, including at a client entity, displaying a page served from a server to the client entity, the page being displayed without the content item but with an interface component enabling a user to select the content item for access, and (b) in response to use of the interface component in the displayed page to select the content item, serving the content item from the server to the client entity, and displaying the content item at the client entity in the previously served page at a location identified in the latter.

None of the art of record, including Schreiber, discloses or suggests a method or apparatus having the of Applicants' amended independent claims 1, 11, and 15.

In contrast to Applicants' claimed invention, Schreiber discloses securely displaying a protected image so that it cannot be electronically copied. The image is provided to the client computer in encrypted form ("substitute data") which a substitute data processor (plug-in, applet or Active-X control; see Schreiber at column 10, lines 27 and 28) decrypts for display as part of the requested page but for no other purpose. Images which are not protected are handled in a standard manner.

As depicted in FIG. 2 of Schreiber, when a request for a web page is received at the server (step 210), a determination is first made (step 212) of whether the page contains a reference to a protected image. Any references to protected images are then replaced by references to substitute data (step 214), while references to unprotected images are left unchanged.

When the client browser receives the page and if there is a reference to substitute data, the client browser retrieves that data (steps 220-226). References to unprotected images result in the browser retrieving the image data directly (steps 236-242) in standard manner. Retrieved substitute data is processed by a substitute data processor, and the protected image displayed in the web page concerned (step 228). Unprotected images are displayed in the usual way (step 244).

In rejecting claim 1, the Office Action refers to other parts of Schreiber, including:

**Column 15, line 47, through column 16, line 53:** This passage, dealing with the case where a requested page is dynamically composed at the server, indicates the page must first be composed before it can be analyzed to determine if it contains a reference to a protected image. All the extra processing concerned takes place at the server.

**Column 21, lines 1-50:** This passage concerns the use of aliases for the protected images so that the user cannot know the correct URL for a protected image.

**Column 24, line 47, through column 25, line 33:** This passage concerns what is done when the user browser does not have a "substitute data processor" for decrypting substitute data.

**Column 33, lines 15-30:** This passage describes how a user can purchase a protected image on line. To do this, the user clicks on the protected image. It is important to note, however, that the user is already viewing the image because it has been decoded and presented by the substitute data processor. Clicking on the image triggers an e-commerce process by which the user can purchase the image in hard copy form or in electronic form (i.e., a form that does not need the substitute data processor for its interpretation).

Nowhere does Schreiber disclose or suggest the above-noted features of Applicants' amended independent claims 1 and 15, wherein step (a) requires, at a client entity, displaying a page served from a server to the client entity, the page being displayed without said content item, but with an interface component, enabling the user to select the content item for access.

None of the passages cited in the Office Action regarding the first step of claims 1 and 15 is particularly relevant. For example,

column 9, lines 20-46, of Schreiber describes the standard way an image file is referenced and accessed for display as part of a webpage. Clearly, the resultant displayed page includes the images, even though they are separately served from the basic HTML page.

Column 10, lines 3 to 23, merely discusses how an unprotected image and a protected image are handled by the server and does not appear relevant other than by making it clear that the basic HTML page includes image-related references both in the case of unprotected images and in the case of protected images (in this latter case, the reference is to "substitute data").

At column 11, lines 40-47, Schreiber makes the point that a page incorporating a protected image is served with a reference to the relevant "substitute data".

Clearly, none of these passages discloses displaying a page without a content item but with an interface component for selecting the content item.

The Office Action also refers to the passage at column 33, lines 15-30 which, as already described, is concerned with how a user can purchase the protected image. This passage also at least fails to show that step (a) of claims 1 and 15 is obvious because the protected image is actually being displayed (courtesy of the substitute data processor). Indeed, the image forms the element

that must be clicked to start the purchase process! Thus, according to this passage both the page and the image (Applicants' "content item") are displayed. Accordingly, step (a) of claims 1 and 15 is not disclosed.

Similarly, another key feature of Applicants' independent claims is set forth in step (b) of amended independent claims 1 and 15. In response to a content item (e.g. image) being selected by the user using an interface component embedded in a displayed page, the selected content item is displayed in the context of the same page. It is apparent from the foregoing summaries of the various passages of Schreiber referred to in the Office Action regarding the same-page feature, of these passages that none discloses or suggests that an image that was not originally displayed in a page is, following its selection, displayed in the context of the same page. For example, at column 15, line 47, through column 16, line 53, Schreiber discusses determining if a dynamically generated page contains a protected-image reference. At column 21, lines 1-50, Schreiber relates the use of aliases for the protected images. At column 24, line 47, through column 25, line 33, Schreiber addresses action to be taken when no "substitute data processor" present.

The only passage in Schreiber that discloses an interface component for selecting an image is column 33, lines 15-30 which, as



already discussed, discloses a page in which the image is **already** displayed. Furthermore, after the image is purchased, there is no suggestion that the purchased copy of the image is then displayed and incorporated into the page from which it was ordered.

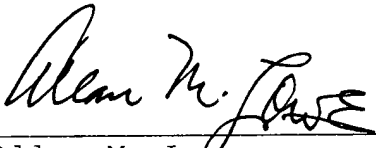
Schreiber, therefore, fails to disclose or suggest Applicants claimed invention as set forth in amended independent claims 1 and 15. For similar reasons, amended independent system claim 11 is also patentably distinguished from Schreiber. Independent claims 1, 11, and 15 are allowable over the art of record, including Schreiber.

With regard to the dependent claims, Wiser and Oki fail to cure the deficiencies of Schreiber as a primary reference. In addition, the remaining claims depend from allowable independent claims 1, 11, or 15 and are, therefore, allowable for at least the same reasons, as well as for the additional limitations provided by these claims.

In view of the above amendments and remarks, favorable reconsideration of the rejections and allowance of the application are deemed in order.

To the extent necessary during prosecution, Applicants hereby request any required extension of time not otherwise requested and hereby authorize the Commissioner to charge any required fees not otherwise provided for, including extension, extra claims, and application processing fees, to Deposit Account No. 08-2025.

Respectfully submitted,  
**SEAN BROWN et al.**

By:   
Allan M. Lowe  
Reg. No. 19,641

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, CO 80527-2400  
703-684-1111 telephone  
970-898-0640 telecopier  
AML:rk